CLEAN VERSION OF AMENDED CLAIM 30

- 30. A method of processing products in a point-of-sale system, the system comprising one or more customer price information stations, one or more customer check-out sites, and a host computer coupled to the one or more customer price information stations, the method comprising the steps of:
- a) storing information relating to the products in a database of the host computer;
- b) presenting a selected product to a said customer price information station, the product bearing no human-readable price information;
- c) identifying the selected product by electro-optically reading indicia associated with the selected product, the indicia having parts of different light reflectivity;
- d) interrogating the host computer on a real-time basis for price information on the identified product;
- e) printing an adhesive paper label containing human-readable price information relating to the product obtained from the host computer;
- f) adhering the paper label to the product at the said customer price information station; and
- g) presenting the product with the adhered label at a said customer checkout site to complete purchase of the product.

